PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

March 29, 1985

VIA FEDERAL EXPRESS

Chicago White Sox
324 West 35th Street
Chicago, IL 60616

Attention: Steve Schanwald

Gentlemen:

We would like to publish the 1985 schedule of the Chicago White Sox in newspapers in the Chicago area as a part of a Marlboro advertisement that would be similar in format to the one enclosed with this letter. We propose to use the official schedule distributed by the Commissioner's office and to have it appear alongside the 1985 schedule of the Chicago Cubs.

We hereby request your consent to our use of the White Sox name and schedule in the manner described above. If you have no objection to such use, we ask that you so indicate by having a copy of this letter countersigned and returned to me. By so doing, you would also confirm that our proposed use will not conflict with any other obligations you may have undertaken and that the Chicago White Sox, Ltd. and its undersigned representative are authorized to grant this request.

Since we are on a very tight production schedule, we ask that you send the countersigned letter to me for overnight delivery no later than Tuesday, April 2. If convenient, we would also appreciate your enclosing a copy of the White Sox 1985 schedule as confirmation that we have the latest version.

Please feel free to call me at 212/880-3254 with any questions or comments.

Sincerely,

Vincent J. Weiner
Director, Special Media

Enclosures

PERMISSION GRANTED as of the
date of this letter:

CHICAGO WHITE SOX, LTD.

By _____

Title _____

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Source: https://www.industrydocuments.ucsf.edu/docs/qkwm0004